**Interview Transcript**

**Interviewer:** Saqib Raza  
**Interviewee:** Umair Khan, Branch Manager, DINERS Textile Industry

**Interviewer:**  
Assalam o Alaikum.

**Interviewee:**  
Walaikum Assalam. Sir, you may ask any questions you have.

**Interviewer:**  
Sir, my name is Saqib Raza. I am currently a student working on a class project focused on sustainable development goals (SDGs). My project involves exploring how different organizations are integrating these goals into their operations, and I am eager to learn from your experiences and insights. Sir, actually, we have three sections of questions in this interview. The first one is about the challenges of implementing SDGs in the textile industry. The second one is about the benefits of presenting sustainability actions in marketing campaigns. And the third one is about effective techniques for integrating sustainability activities into marketing campaigns. Sir, before we start, could you please introduce yourself?

**Interviewee:**  
My name is Umair Khan. I am the Branch Manager at DINERS, a textile industry involved in the fashion brand for men and women.

**Interviewer:**  
Thank you, sir. Let's begin with the questions. The first question is: What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?

**Interviewee:**  
Sorry, what financial and benefits?

**Interviewer:**  
What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?

**Interviewee:**  
Sustainable Development Goals. Thank you. Yes, sir, I will give you the answer. The limitation can be... if we talk about the market in Pakistan, the financial situation is down. Can you repeat the full form of SDG?

**Interviewer:**  
Sustainable Development Goals.

**Interviewee:**  
Yes, we can say that the limitation of SDG goals... Do you want to ask what will be the goal of SDG?

**Interviewer:**  
No, sir. I’m asking about the financial barriers and limitations encountered when implementing it.

**Interviewee:**  
Ah, I see. Well, the issue arises from the boilers, fabric, etc. When creativity starts, it begins with the boiler, which brings the waste to the fabric. Do you know what waste is? Yes, sir? The cotton, first of all, is cotton. When we fertilize the cotton to bring it to the waste, it passes through the boiler. The boiler provides gas and increases the pollution because we can’t finish the pollution. The way it’s made, boilers are used in it, and we can't finish it.

If we want to finish it, we can use fiber instead of fabric, like China does. China uses fiber, which are fabrics, but fiber is used in it. The pollution is reduced, but we can’t fully process it. The chimney... you’ve seen the chimney in factories, right? That’s the boiler. The boiler is necessary to bring the cotton to the waste. After that, there's no pollution. But we have to use it to bring it to the waste. Another thing is eco-friendly practices, such as using sustainable materials or adopting new technologies, incur high costs

**Interviewer:**  
Okay, sir.

**Interviewee:**  
In that process, the pollution goes to the safe side. But we can't completely finish the pollution. The process includes the chimney, which is part of the boiler. That boiler is necessary to bring the cotton to the waste. After that, there is no pollution from that process.

**Interviewer:**  
Next question: Does the support of the government impact fashion brands in implementing SDGs?

**Interviewee:**  
No, there is no support of government in applying SDGs.

**Interviewer:**  
Okay, sir. Next question: Does the risk of technology failures, coupled with a lack of technology development, affect the successful implementation of SDGs in fashion brands?

**Interviewee:**  
No, we don’t have a technology failure in Pakistan in the fabric industry. In the world, the technology ranks first and second—Bangladesh, Pakistan, and India. So, there are no technology failures in Pakistan in this regard.

**Interviewer:**  
Okay, sir. If we have environmental training programs, and if we don’t conduct them, will it affect the sustainability of our fashion brands?

**Interviewee:**  
What do you mean?

**Interviewer:**  
I mean the training programs we do to give awareness to people about sustainability. If we don’t do that, will it affect the sustainability of our fashion brands?

**Interviewee:**  
No, fashion brands don’t care about it. Many fashion brands do not have programs to educate workers about the environment or sustainability, slowing down progress.

**Interviewer:**  
Thank you very much.

**Interviewee:**  
If you shut down a factory, fashion brands will still work from there. Pakistani fashion brands mostly work on their own. They don’t allow any other industry to work with them. They handle everything from production to stitching to when the stock comes to the floor.

**Interviewer:**  
Alright, sir.

**Interviewee:**  
For example, brands like Gul Ahmed or Girod they buy cotton. Their warehouses are along the M9 motorway between Karachi and Hyderabad. They have a very big warehouse that spans acres, where they only sell cotton.

**Interviewer:**  
Okay, sir.

**Interviewee:**  
This is how they buy cotton, and they know how to manage it because they are industrialists.

**Interviewer:**  
Next, sir. Are sustainable fashion brands, which are eco-friendly, impactful on customer purchasing intentions?

**Interviewee:**  
Yes, absolutely. The most important factor is when purchasing. When you go to finish it, the price level will increase. This could break the market. Eco-friendly materials and technologies are expensive, making it hard to adopt them.

**Interviewer:**  
Thank you, sir.

**Interviewee:**  
Understood.

**Interviewer:**  
Okay, sir. If we adopt sustainable marketing practices, can they help us enter new markets and increase our market share?

**Interviewee:**  
You mean for new people to come?

**Interviewer:**  
No, sir. I’m asking how sustainable marketing practices can help fashion brands enter new markets and increase market share.

**Interviewee:**  
You can share the new market with new ideas. For example, you can work on international products instead of just Pakistani products. You could change the fabric, which would open new opportunities and market share. Sustainability can improve production, and if you work in a country where price level issues don’t exist, your profit margin can increase.

**Interviewer:**  
Next, sir. If we apply sustainable marketing practices, can they help retain existing employees and attract new ones?

**Interviewee:**  
Absolutely. If you bring sustainability into the market, the opportunities will increase. If your production level increases and you go to places with employment shortages, such as the Thar area, new employees will be attracted. The old employees will see the industry growing and will stay connected.

**Interviewer:**  
Thank you very much. Sir, we are now moving on to our next section: Effective Techniques of Integrating Sustainability Activities in Markets.

**Interviewee:**  
Are we talking about fabric or overall?

**Interviewer:**  
Fabric.

**Interviewee:**  
Fabric is not recycled?

**Interviewer:**  
Yes, sir.

**Interviewee:**  
Reused?

**Interviewer:**  
Yes, sir.

**Interviewee:**  
It can be reduced. For example, in the thrift market, like Bachat Bazaar, the stock comes from Europe. They iron it, wash it, and resell it. It can't be recycled, but it can be reused or reduced.

**Interviewer:**  
Yes, it can also be reduced.

**Interviewee:**  
Yes, exactly. If fabric is damaged, it can be repaired. For instance, if a button is broken, or the color is affected, it can be fixed and reused. Fabric cannot be recycled.

**Interviewer:**  
Once the fabric is over, it is over. Thank you, sir. Sir, we have another question: Can increasing research and development capacity help in more effective sustainability marketing campaigns?

**Interviewee:**  
Yes, increasing development can improve stock levels. If you have more stock, you can sell it through campaigns. You can also advertise on platforms like YouTube. This can lead to increased sales. There are many types of marketing campaigns, but this would be one example.

**Interviewer:**  
Thank you, sir. The next question is about green packaging. Do you think the use of green packaging materials, like those used by brands such as Nestlé, can contribute to integrating sustainability into marketing campaigns?

**Interviewee:**  
Yes, that’s possible. We are still relying on plastic polythene, which is a problem. However, if we switch to cotton packaging like some other brands, it would help reduce pollution. If we switch to paper or any other sustainable packaging material, it would benefit us.

**Interviewer:**  
Thank you, sir. The last question for our interview: In your experience, could you share any other sustainability marketing techniques for fashion brands?

**Interviewee:**  
In fashion brands, we are still far behind compared to brands like Prada and Gucci. These brands limit their stock to 100-200 articles in a store. In contrast, in Pakistan, we always have a new arrival, which weakens our market. European brands focus more on quality than quantity. This is a key factor in the sustainability of their marketing.

**Interviewer:**  
Thank you very much for your valuable insights and experience today, sir.

**Interviewee:**  
Thank you. You are welcome.

**Interviewer:**  
Allah Hafiz, sir.

**Interviewee:**  
Allah Hafiz.